

# Levent TASBAS

General Manager  
Dubai/UAE

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Born 09<sup>th</sup> June 1973; Married;  
Speaks **English, Turkish (native)**;



## PROFILE:

Senior management executive with progressive experience in finance management and hotel operations. Professional history and accomplishments in different industries such as banking, financial consulting, furniture manufacturing, FMCG and hospitality. Have cross-domain knowledge in a large set-up spread over a wide geographical area (Turkey, Germany, Egypt, Russia, UAE).

Extensive knowledge of Hotel Management and Operations under SOP and management agreements, Pre-openings, Team building and management, Cost & Risk Management, Budget & Planning & Forecasting, Investment decisions, Treasury Management, Financial Reporting and presentation, Sales/Marketing/Price/Contract Management, Ability to effectively deal with Owners and Stakeholders, Profound knowledge of IFRS, GAAP and USALI, Financial Consulting

## EXPERIENCE& ACCOMPLISHMENTS:

### GENERAL MANAGER

**Mercure Dubai Barsha Heights Hotel Suites & Apartments**  
**Dubai, UAE**

**PRESENT - 01/2020**

The largest Mercure property worldwide with 1015 rooms. Started as Director of Finance at 12.01.2020, Acted as General Manager between 01.06.2020-01.06.2021 and been promoted as GM. Significant achievements in cost saving and yield maximization during Pandemic. Closely monitoring the Sales and Revenue Teams and assigning different targets on different markets and segments (Long term, Corporate, Government and Leisure). Keeping the designed service standards on a high level. New marketing tools through CIS, Israel and Europe market. High-level relations with guests and third parties (Suppliers, Contractors, Travel Agencies etc.) include government. First time in the Hotel history, won the Best Hotel Apartments and Hotel of the year (4 star) prizes in Hospitality Excellence Awards.

### GENERAL MANAGER

**The Grand Blue Sky International Hotel**

**Kusadasi, Turkey**

**06/2019 - 01/2019**

Oversaw daily operations of 319 rooms hotel, Ensured full compliance to brand standards, Responsible for the preparation, presentation of the hotel's annual budget, Managed on-going profitability of the hotel, Developed improvement actions, carry out cost savings, A strong understanding of P&L statements and the ability to react with impactful strategies, Closely monitored the hotel's business reports on a daily basis and took necessary decisions accordingly, Ensured that financial outlooks for Rooms, F&B, Admin & General are on target and accurate, Held regular meetings with Stakeholders, Maintained close relationship with business partners, Led the renovation of all the rooms and outlets for the summer season, Created a digital marketing plan, Prepared Quality Hand Book and Standard Operational Procedures. (Preparation for ISO 9001 and 22000), Targeted 30% increase in ADR and 50% in NOP compared with previous year, Team building and implemented new standards of cooperation between departments, Developed sales & marketing programs for Russian market.

## **GENERAL MANAGER / DIRECTOR OF FINANCE**

**Rixos Hotels / Accor Hotels Group**

**Sochi / Russian Federation, Sharm El Sheikh / Egypt, Ras Al Khaimah / UAE.**

**02/2018 - 10/2012**

**As a GM :**Increased the net profit 157%, the net revenue 84.80% and REVPAR 75.26%, Set up a new marketing plan for SPA center and reached over 100% increase in terms of revenue and profit, Organized multi concept service at Hotel, Opened a luxury private beach at the seaside for the Hotel in Russia. (This was a mountain cluster ski Hotel), Won the Russia's Best Ski Hotel Awards in 2016 and 2017, Won the Russia's Best SPA award in 2017.

**As a Director of Finance:** Created the annual operating budget for the property, Provided analytical support during budget reviews to identify cost saving and productivity opportunities for property managers, Prepared timely and detailed reports on financial performance on a quarterly and annual basis, Conducted analysis to make forecasts and report to upper executives, Preopening of Hotels in Egypt and Russia, Prepared 10 years operational projections for 13 new Hotels, Attended meetings and communicating with the owners, understanding the priorities and strategic focus, Advised the GM and executive committee on existing and evolving operating/financial issues, Managed communication with owners in an effective manner, Ensured compliance with management agreement and reporting requirements, Ensured that the P&L is accurate, Assigned to UAE to implement the new VAT regime into the Hotel systems, etc.

## **DIRECTOR OF FINANCE**

**Kilic Holding AS**

**Bodrum, Turkey**

**2012 – 2007**

Driven the financial planning of the company by analysing its performance and risks, Retained constant awareness of the company's financial position and act to prevent problems, Set up and oversaw the company's finance IT system, Set targets for and supervise all accounting and finance personnel (management accountants, internal auditors etc.), Oversaw all audit and internal control operations, Developed the corporate fundraising strategy and managed relationships with partners and investors, Prepared timely and detailed reports on financial performance on a quarterly and annual basis, Conducted analysis to make forecasts and report to upper executives, Ensured adherence to financial laws and guidelines, Provided 15 Million USD mezzanine loan and 20% private equity funds from Gulf Region, Restructured the loans with better conditions, Successfully managed the Department during Global Finance Crisis 2008, Initiated and organized setting up SAP system in collaboration with IT management, Participated in IPO process, Treasury Operations (Future, Put, Option etc.)

## **DIRECTOR OF FINANCE**

**Bender Furniture Ltd.**

**Sorgun, Turkey**

**2007 – 2004**

## **FOREIGN AFFAIRS MANAGER**

**Akil Immo Finanz Consulting GmbH,**

**Stuttgart/Germany**

**2004 - 2003**

## **CORPORATE MARKETING SUPERVISOR**

**Kuwait Turk Bank**

**Ankara / Turkey**

**2003 - 2002**

## **ASS.SUPERVISOR CREDIT ALLOCATION**

**Kentbank HDQ**

**Istanbul / Turkey**

**2000 - 1997**

## **ACADEMIC QUALIFICATIONS**

**Bachelor of Art - Economics**

Ankara University Faculty of Political Sciences Economy Branch: 1997 – 1992